



FBA

# NEWSLETTER

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ISSUE 148

INDUSTRY FOCUS

## NEWS

### 1 APPLICATIONS NOW OPEN! 2026 DRTM INTERNATIONAL STUDENT SUMMER CAMP

The Department of Integrated Resort and Tourism Management (DRTM) at the University of Macau is excited to announce the 2026 DRTM International Student Summer Camp, taking place from 21 to 25 June 2026. The summer camp is designed for outstanding undergraduate students from around the world, the camp offers a unique opportunity to explore Macao's vibrant tourism and integrated resort landscape through academic lectures, industry visits, cultural experiences, and campus life immersion.

The camp aims to foster global connections, showcase the strengths of DRTM's academic offerings, and inspire future postgraduate study at UM.

#### Camp Highlights & Opportunities:

All participants will receive an official Certificate of Participation upon completion of the Summer Camp. You will also engage in a rich blend of academic and cultural experiences, including but not limited to:

- Interactive academic lectures by DRTM faculty members
- Campus tour and treasure hunt challenge
- Networking with students, professors, and industry practitioners
- Field trip to leading integrated resorts in Macao
- Opportunity to secure a competitive postgraduate scholarship in advance, covering full/partial tuition and living expenses for Master's study in DRTM

If you're interested, please feel free to apply!

For more details, please visit: <https://fba.um.edu.mo/applications-now-open-2026-drtm-international-student-summer-camp/>

**2026 DRTM International Student Summer Camp**  
21-25 June 2026  
Macao SAR, China

**Join us for an unforgettable summer in Macao!**  
Ready to explore one of Asia's most exciting destinations while experiencing life at the University of Macau (UM)? The Department of Integrated Resort and Tourism Management (DRTM) invites outstanding undergraduate students from around the world to join our International Student Summer Camp. Join us for a journey packed with learning, culture, and fun.

<p><b>Why you should apply</b></p> <ul style="list-style-type: none"> <li>• Dive into Macao's world-class tourism and integrated resort industry through exclusive field trips.</li> <li>• Learn from industry leaders and top professors in interactive sessions.</li> <li>• Immerse yourself in Macao's rich culture and vibrant campus life.</li> <li>• Build international friendships and explore pathways to postgraduate study at UM.</li> </ul>	<p><b>Highlights</b></p> <ul style="list-style-type: none"> <li><b>Scholarship Opportunity</b> Secure full/partial funding for UM DRTM's Master's program</li> <li><b>Zero Fees</b> Accommodation, welcome kits, meals, local transport, and activities covered by UM!</li> </ul>
<p><b>Who can apply</b></p> <ul style="list-style-type: none"> <li>• Undergraduate students enrolled worldwide (outside Mainland China, Macao SAR, Hong Kong SAR, and Taiwan) in hospitality and/or tourism-related programs.</li> <li>• Proficient in English.</li> <li>• Priority given to applicants intending to pursue a master's degree.</li> </ul>	<p><b>Activities include</b></p> <ul style="list-style-type: none"> <li>1 Industry field trip</li> <li>1 Treasure hunt challenge</li> <li>1 Interactive lecture</li> <li>1 Cultural immersion</li> <li>1 Networking sessions</li> </ul>

**Application Deadline: April 24, 2026**    **Notification of Results: April 30, 2026**

For enquiries: [drtmcamp@um.edu.mo](mailto:drtmcamp@um.edu.mo)    Apply Now > 

DRTM reserves the right to make final modifications, changes, explanations, and cancellations of the programme. Scan the QR Code.

# MEET OUR DBA/EMBA STUDENTS

The Doctor of Business Administration (DBA) programme and the Executive Master of Business Administration (EMBA) programme are executive degree programmes that aim to assist middle to senior business executives to strengthen their entrepreneurial and managerial capabilities. This section is dedicated to introduce outstanding students from these two programmes and share their stories with you.

## 1 STUDENT SHARING

### 【澳大DBA傑出學員】張景龍：利己則生，利他則久

張景龍，於2022年入讀澳門大學工商管理博士（DBA）學位課程，海軍特種兵退役，現任星際數科科技股份有限公司董事長、總經理，同時任北京市順義區人大代表、安徽省數字創意產業協會副會長、安徽省總商會青年委員執委、民主建國會北京宣工委委員、北京市科協委員、北京市順義工商聯執委、北京市順義商會副會長、清華大學創業孵化器高級導師、人民大學創業孵化器高級導師、韓國祥明大學、韓國世宗大學、韓國順天大學、日本東京動漫學院等國際院校客座教授等社會職務。江蘇省省級高端人才，連續十一年代表中國受韓國政府邀請發表中國文化以及科技產業演講，中韓多家企業中國區戰略顧問，被中韓文化部授予中韓文化大使稱號。

### 與時代同向，退役軍人不褪色，綿薄為國

張景龍作為曾經的海軍特種軍人，牢記使命擔當，在祖國需要的地方扎根堅守、無私奉獻，展現了愛國奮鬥、崗位建功的昂揚風貌。在解放軍海軍部隊服役期間，他榮立三等功一次、海軍榮譽稱號一次、優秀士兵四次，快速成長為部隊骨幹力量。

身著戎裝，他是部隊骨幹；離開軍營，他是行業翹楚。部隊退役後，他先後服務於浪潮集團、香港富年等大型企業，又多次創業，創立星際數科科技股份有限公司，深耕軟體信息技術與數字文化內容行業，以促進經濟建設回報祖國栽培，在不同崗位上時時彰顯使命擔當，讓軍人的精神、軍人的品格、軍人的本色在各個崗位熠熠生輝。

戎裝雖脫，本色不改。他始終將個人理想融入國家事業，在人生“新戰場”上續寫不平凡的故事。2016年，他加入民主建國會並作為人大代表，緊緊圍繞黨委、政府中心工作和人民群眾關注的焦點、熱點、難點問題，認真履行民建的參政議政、民主監督和社會服務三大政黨職能。

### 與行業同進，躬蝼蛄之行，逐夢星際

奮進新徵程、建功新時代。張景龍用軍人本色續寫著人生新的篇章。從創業初期從事正版遊戲全球發行，到提供可視化劇本服務打造中國“漫威”，再到如今星際數科以數字原創繪製、IP孵化運營和版權改編授權為核心，涉足影視、動漫、遊戲、有聲、衍生品、城市IP等多個領域，成為一家跨領域、跨行業、跨平台的生態型集團化公司。他用一步一個腳印，書寫出了無愧於時代的答卷。

經過多年的發展，公司積極佈局安徽、北京、重慶、陝西、江蘇、新疆等多個城市，同時設立日本、韓國子公司，將中國文化走出去，撬動全球市場。同時，公司積極參與安徽省大黃山IP建設，力求通過公司六萬多部獨家版權小說以及漫畫內容等優勢資源，圍繞新場景、新市場、新技術、新應用，圍繞安慶一城五基地規劃，為安慶成為“微短劇產業生態友好之城”、“數字遊民基地”、“兩黃融合基地”等賦能，打造文學、漫畫、動畫、短劇生態，力求用鮮活的方式宣傳推廣大黃山文旅。

在技術革新方面，公司積極響應習近平總書記“發展新質生產力”的號召，以人工智能賦能文化創意發展，通過佈局機器學習、圖像識別、文字生成、視頻生成四大板塊，率先在業界推出“星際AIGC大模型”，充分利用星際數科自有百億網絡小說以及上億的漫畫圖片語料加強垂直領域的AIGC大模型。公司在取得了基於機器學習的網頁信息推薦方法及推薦系統、一種基於分層特徵提取的圖像識別方法、一種基於全卷積網絡的視頻關鍵幀提取方法、一種圖片識別替換系統、一種聊天換裝視頻播放的系等AI領域8項發明專利，通過AI換臉、AI有聲、AI漫畫、AI小說等實現數字文化生產質的躍升，在推動產業革命升級中彰顯新質生產力特質。公司被工信部評為“專精特新”小巨人企業，連續五年北京民營文化企業二十強、民營中小企業以及科技企業百強，安慶市文化產業十強、安慶市現代服務業十強，目前已經進入到IPO輔導階段。

張景龍始終堅信終身學習是事業和人生持續走上坡路的標配過程。他說：“澳大DBA課程會讓我擁有一把利器。”澳門大學為他提供了多元文化商業視角，研究了數字內容產業國際化的國內外現狀，搭建了數字內容產業國際競爭力的交流平台，這些都將為星際數科下一步戰略目標指明方向。

### 與青春同伴，獎學金捐贈扶貧，手擷芬芳

一枝獨秀不是春，退役後的張景龍始終展現出一名軍人企業家的愛國情懷和社會責任擔當，為中日韓三國文化產業發展和社會和諧穩定做出了積極貢獻。

在國內，他以企業和個人的名義捐款捐物，對口幫扶巴林左旗等地，助力鄉村振興，吸納退伍軍人就業，建立校企合作幫助應屆畢業生找準就業方向；在韓國，他與多所知名學府共同設立了星際數科獨家獎學金，為年輕人步入文化產業提供助力，為中韓文化產業交流與發展提供內容與人才的資源儲備。

疫情期間，張景龍陸續向北京、湖北、青海、遼寧、吉林、四川、河南、雲南等多地的醫院、社區、寺院、工業區等急需物資的地方捐贈口罩、防護服、護目鏡和醫用手套等近百萬元，受到社會各界的一致好評。

一路走來，張景龍心中裝滿愛心，肩上扛著責任，始終堅守那份初心和“為人民服務”的使命，用實際行動踐行退役軍人的責任與擔當，展現了一名企業家的拼搏精神和奉獻情懷。

**Dr. Jinglong ZHANG**, admitted to the Doctor of Business Administration (DBA) Programme in 2022, received the DBA degree in 2025 from the Faculty of Business Administration (FBA) of the University of Macau (UM). He serves as the Chairman of “星際數科科技股份有限公司”. He pursues the DBA programme to gain a multicultural business perspective that can enhance his understanding and strategies within the digital content industry.



Mr. Jinglong ZHANG, DBA 2022 Intake,  
University of Macau



Group photo of DBA students

## NEWS

### 1 CCE AND BRTC JOINTLY HOST A TRAINING COURSE ON BUSINESS AND MANAGEMENT FOR CHINESE MAINLAND UNIVERSITY STUDENTS

The University of Macau (UM) Centre for Continuing Education (CCE), in collaboration with the Faculty of Business Administration's (FBA) Business Research and Training Centre (BRTC), jointly organized a training program for university students from 2 to 6 February 2026. The training topic was "Business and Management" with 34 participants, mainly from Minzu University of China, with additional participants from several other higher education institutions in Chinese mainland.

At the opening ceremony, **Prof. Matthew LIU (劉丁己教授)**, Director of CCE, expressed his hope that the students would learn more about UM and Macao during these days. The five-day training, conducted entirely in English and delivered by senior professors from UM, included multiple thematic lectures and campus visits. The topics covered "Advertising and Promotion in the Digital Age", "How Innovation Drives Economic Growth", "Marketing and Brand Strategy" and "Introduction to Macao's economy and development opportunities in the Greater Bay Area".

For more details, please visit: <https://brtc.fba.um.edu.mo/cce-and-brtc-jointly-host-a-training-course-on-business-and-management-for-chinese-mainland-university-students/>



### 2 CCE AND BRTC CO-ORGANIZED THE "LINGYUN PLAN" CROSS-BORDER STUDY TOUR PROGRAMME FOR STUDENTS FROM SHANDONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

The University of Macau (UM) Centre for Continuing Education (CCE), in collaboration with the Business Research and Training Centre (BRTC) of the Faculty of Business Administration (FBA), hosted the "Lingyun Plan" Cross-border Study Tour Programme for 19 outstanding students from various majors at Shandong University of Science and Technology (SDUST) from 26 to 28 January 2026.

At the opening ceremony, Ms. Weijuan LIU, Director of the Student Aid Management Center of the Student Work Department at SDUST, thanked UM for the meticulous arrangements and expressed her hope that students would cherish this rare learning opportunity to broaden their horizons and increase their knowledge. **Prof. Matthew LIU (劉丁己教授)**, Director of CCE, expressed his hope that the faculty and students of SDUST would learn more about UM and Macao, and welcomed them to return for future exchanges.

For more details, please visit: <https://brtc.fba.um.edu.mo/cce-and-brtc-co-organized-the-lingyun-plan-cross-border-study-tour-programme-for-students-from-shandong-university-of-science-and-technology/>



Prof. Jun YU

**3** “GOVERNMENT’S ORIENTATION FUNDS HAVE MUCH POTENTIAL (引導基金大有可為)” BY PROF. JUN YU, MACAO DAILY

**Prof. Jun YU (余俊教授)**, Chair Professor in the Department of Finance and Business Economics, discusses how the government’s orientation fund can support industrial restructuring and promote economic diversification (引導基金大有可為) at Macao Daily on 25 February 2026.

Article sharing:

帶動就業 培養人才 引導基金大有可為

眾所周知，澳門回歸祖國二十餘年來，經濟實現跨越式發展，社會民生福祉顯著提升，創造舉世矚目的“澳門奇跡”。然而，基於澳門長期依賴博彩業形成產業結構單一的問題，為此，除持續強化綜合旅遊休閒產業的發展外，亦需要積極推動澳門產業結構優化，才能有效提高澳門整體的經濟韌性，加強公共財政抵禦衝擊的能力。在此背景下，探索和推動新興產業發展，促進產業結構和經濟適度的多元發展，是澳門實現可持續發展的必由之路。

For more details, please visit: [https://www.macaodaily.com/html/2026-02/25/content\\_1891191.htm](https://www.macaodaily.com/html/2026-02/25/content_1891191.htm)

**4** “MEASURING EFFECTIVENESS OF TOURISM MARKETING AND PROMOTIONAL CAMPAIGNS” BY PROF. GLENN MCCARTNEY, PLATAFORMA

**Prof. Glenn MCCARTNEY**, associate professor in the Department of Integrated Resort and Tourism Management of FBA, discussed how tourism destinations worldwide face intense competition for visitors. He highlighted key insights from research he presented at CAUTHE 2026 in Australia, co-authored with Ms. Lily ZHANG, his PhD student, and emphasized the importance of evaluating promotional campaign effectiveness at Plataforma on 16 February 2026.



Prof. Glenn MCCARTNEY

Article sharing:

I presented this week at the Council for Australasian Tourism and Hospitality Education (CAUTHE) conference in Adelaide, the popularity of these sales promotions requires us to look closer at their actual impact. Co-authored by Lily Zhang (who is conducting her doctoral studies on tourism at the Faculty of Business Administration, University of Macau), we are conducting an ongoing study titled ‘Promoting destinations through discounting and complimentary coupons. A case study of Macao’\*. Our research goal is to determine the extent to which these campaigns move the needle on Macao’s primary tourism objectives within our study frame. As I highlighted for 2026, Macau faces three key challenges that have received added emphasis. First, to increase international visitation; second to extend average overnight stay; and third to diversity tourism beyond gaming (measured for example in terms of non-gaming contribution to the gaming concessions’ revenues and profits) noting the average stay in Macao of 1.2 days, with the same day visitor being around half of visitation.

For more details of the news article, please visit:

<https://www.plataformamedia.com/en/2026/02/16/measuring-effectiveness-of-tourism-marketing-and-promotional-campaigns/>

For more details of CAUTHE 2026, please visit: <https://leishman.eventsair.com/cauthe-2026-conference/>



Prof. Matthew LIU

5 “PROVIDING HIGH-QUALITY SERVICES AND INTRODUCING FLEXIBLE PRICING PACKAGES ( 學者：優質服務 推彈性定價套餐 )” BY PROF. MATTHEW LIU, MACAO DAILY

**Prof. Matthew LIU (劉丁己教授)**, Director of Centre for Continuing Education, Director of Business Research Training Center and Professor of Marketing, shared his opinion entitled “Providing high-quality services and introducing flexible pricing packages (優質服務 推彈性定價套餐)” at Macao Daily on 16 February 2026.

Article sharing:

澳門大學工商管理學院教授劉丁己建議：

一、持續做好原有顧客的設備維護與保養服務，維持優質質量。同時可善用自身品質聲譽與原有供應鏈優勢，為可能客戶提供設備購買或租賃的顧問服務，並與本地大型建築商合作，爭取大型公共工程相關設備供應業務。

二、如果澳門大型酒店與度假村的市場逐漸飽和，進入穩定期，便需下沉到中小企市場，以不同類型產品，爭取第二條成長曲線。但本澳中小企對成本方面的考慮也比較謹慎，建議針對澳門中小企客戶與大灣區客戶需求，引進具市場需求的中高端設備，提供合理性價比的套餐，如購買+售後服務外，也可推出設備租賃+服務套餐，更高的定價靈活性有利爭取更多中小企客戶與大灣區企業的訂單。

For more details, please visit: [https://www.macaodaily.com/html/2026-02/16/content\\_1889960.htm](https://www.macaodaily.com/html/2026-02/16/content_1889960.htm)

More publication of Prof. Matthew LIU:

- 學者：分時段主打不同特色 [澳門日報] 2026-02-09 A14 經濟 學者分析  
[https://www.macaodaily.com/html/2026-02/09/content\\_1888470.htm](https://www.macaodaily.com/html/2026-02/09/content_1888470.htm)
- 學者：推折扣助複購 參活動增曝光 [澳門日報] 2026-02-02 A14 經濟學者分析  
[https://www.macaodaily.com/html/2026-02/02/content\\_1887010.htm](https://www.macaodaily.com/html/2026-02/02/content_1887010.htm)
- 學者倡新口岸拓高質夜經濟 [澳門日報] 2026-01-30 A27 經濟  
[https://www.macaodaily.com/html/2026-01/30/content\\_1886409.htm](https://www.macaodaily.com/html/2026-01/30/content_1886409.htm)
- 學者：做好團體訂單線上外賣 [澳門日報] 2026-01-26 A14 經濟學者分析  
[https://www.macaodaily.com/html/2026-01/26/content\\_1885535.htm](https://www.macaodaily.com/html/2026-01/26/content_1885535.htm)
- 學者：講好品牌故事引客探店 [澳門日報] 2026-01-19 A14 經濟 學者分析  
[https://www.macaodaily.com/html/2026-01/19/content\\_1884226.htm](https://www.macaodaily.com/html/2026-01/19/content_1884226.htm)

6

LAST YEAR'S GAMBLING REVENUE WAS 247.4 BILLION, AN INCREASE OF 9.1% YEAR-ON-YEAR (去年賭收2,474億 按年升9.1%)” BY PROF. DAVIS FONG, MACAO DAILY

**Prof. Davis FONG (馮家超教授)**, Director of Institute for the Study of Commercial Gaming, Professor in Integrated Resort and Tourism Management, believes that Macao's gaming revenue in 2026 will be influenced by both positive and negative factors, including the World Cup, the availability of hotel rooms in Macao, and the uncertainty of China-US relations. However, he noted that the growing appeal of non-gaming elements, combined with national policies aimed at boosting tourist numbers, could support continued gaming revenue growth next year.



Prof. Davis FONG

Article sharing:

澳門大學博彩研究所所長馮家超分析，去年十一月底香港大埔有屋苑發生五級大火，社會氣氛沉重。事件後港澳取消部分大型活動，澳門亦加強對公共安全風險的排查，適度控制人流，訪澳客量或因而有所下滑。展望今年賭收，他認為正負面因素均存在。今年舉行世界盃，今屆參賽隊伍和比賽場次均有增加，賽期集中在暑假期間，本澳賭收或受該因素影響減少1-2%。

此外，年接待訪澳客量達4,000萬人次，酒店入住率長期維持8-9成以上。今年本澳新增酒店房間數量或僅約1,000間，增長有限；若供不應求，或刺激房價上漲。客人消費降級，加之人民幣升值，令旅客更傾向選擇貨幣大幅貶值的國家出遊，澳門旅遊價格競爭力迎來考驗。

For more details, please visit: [https://www.macaodaily.com/html/2026-01/02/content\\_1880906.htm](https://www.macaodaily.com/html/2026-01/02/content_1880906.htm)

# UPCOMING EVENT

## 1 FBA SEMINAR SERIES 015

- Topic: An Adversarial Graph Learning Approach for Networked Actor Comparative Assessment
- Speaker: Prof. Xi CHEN, Professor, Zhejiang University
- Date: 26 February 2026 (Thursday)
- Time: 10:00-11:30
- Venue: E22-G008
- Host: Prof. Yan LIN, Assistant Professor in Business Intelligence and Analytics

All academic staff, students, and interested parties are welcome to join!

For more details, please visit:

<https://fba.um.edu.mo/fba-seminar-series-26-015/>



**FBA SEMINAR SERIES**  
An Adversarial Graph Learning Approach for Networked Actor Comparative Assessment

**Prof. Xi CHEN**  
Professor, Department of Data Science and Engineering Management, Zhejiang University

Date: 26 February 2026 (Thursday)  
Time: 10:00-11:30  
Venue: E22-G008  
Host: Prof. Yan LIN, Assistant Professor in Business Intelligence and Analytics

**Abstract**  
The recent success of actors' social influence evaluations on digital platforms has sparked interest in extending the progress to networked environments. In this study, we introduce a general causal assessment problem, Networked Actor Comparative Assessment (NACA), which estimates the differential social influence exerted by distinct actors on their connected individuals. A key yet understudied challenge in NACA is imbalanced network distributions in estimating individual treatment effects (ITEs): different actors differ in their social connections and peer features. The imbalances typically arise from actors' heterogeneous tie establishment strategies, which can introduce systematic bias into causal assessments based on individual outcomes. We examine how these imbalances affect social influence assessment across actors and how to address these imbalances. Specifically, we propose Adversarial-based Graph Learning for Counterfactual Estimation (AGCE), a novel framework for social influence comparison across actors with observational networks. AGCE is a unified adversarial learning framework that incorporates graph-neural-network-based imbalances identification, counterfactual scenario simulation, and outcome prediction under balanced network conditions. Extensive experiments demonstrate that AGCE outperforms existing approaches in recovering causal differences and exhibits robustness across settings. We apply AGCE across multiple Twitter discussion domains to uncover the attitudinal social influence of introducing bots relative to humans. Moreover, we demonstrate that stakeholders can easily use AGCE to conduct networked counterfactual analysis and behavioral predictions. This complements existing policy tools for business actions such as social account early assessment and influencer selection.

**Speaker**  
Chen Xi is currently a professor at the School of Management, Zhejiang University. His primary research interests include social media, social network analysis, and social commerce. He has led numerous national and provincial-level research projects, including Key Projects and Major Research Programs of the National Natural Science Foundation of China (NSFC), and General Programs of NSFC. His papers have been published or accepted in Information Systems Research (UTD24), Production and Operations Management (UTD24), INFORMS Journal on Computing (UTD24), Journal of Management Information Systems (PTSD), Journal of the Association for Information Systems (AIS+), European Journal of Operational Research, as well as senior scholar basket journals in the information systems field such as Decision Support Systems and Information & Management. His research and teaching achievements have received multiple awards from provincial/ministerial-level institutions and international academic conferences. He serves as an associate editor for Information & Management and has served as track chairs or AEs for major IS conferences such as ICIS and PACIS.

All are welcome!



**FBA-APAEM JOINT SEMINAR SERIES**  
Stabilized Latent Group Structures Identification for Panel Data: A Regularization-Free Approach

**Prof. Xingbai XU**  
Tenured Full Professor  
Wang Yanan Institute for Studies in Economics & The School of Economics  
Xiamen University

Date: 26 February 2026 (Thursday)  
Time: 14:30-16:00  
Venue: E22-G008  
Host: Prof. Yi DING, Assistant Professor in Business Economics

**Abstract**  
One of the major challenges in identifying latent group structures in panel data is to determine the number of groups. Most existing approaches rely on minimizing an information criterion. However, these methods are often sensitive to the choice of tuning parameters, rendering the selection process ad hoc and unstable in finite samples. This paper develops a fully data-driven selection procedure that circumvents the need for regularization by minimizing a clustering instability score. We propose a valid resampling scheme that partitions data along the cross-sectional dimension. We show that the proposed criterion achieves selection consistency under mild conditions, with the error probability decaying exponentially in the number of individuals. Unlike model-specific information criteria, our framework is versatile and can be seamlessly integrated with various detection algorithms (e.g., K-means, SBSA) across both linear and nonlinear models. Numerical experiments confirm its superior robustness and accuracy compared to conventional methods. We apply our algorithm to study the relationship between economic development and carbon dioxide emissions. The proposed methodology is implemented in the accompanying R package StableGroup. This is based on joint work with Tuo Liu, Chuang Wan and Wuyi Wang.

**Speaker**  
Prof. Xingbai XU is a tenured professor at Xiamen University. He is also a doctoral supervisor and a Nanqiang Outstanding Young Talent (Type A) at the university. He obtained his doctoral degree in Economics from The Ohio State University in 2016. His research focuses on spatial econometrics, network econometrics, Bayesian econometrics, and panel data analysis. His work has been published in academic journals such as the Journal of Econometrics, Econometric Theory, and Journal of Business and Economic Statistics. He has led a number of Natural Science Foundation of China research projects.

All are welcome!

## 2 FBA-APAEM JOINT SEMINAR SERIES 016

- Topic: Stabilized Latent Group Structures Identification for Panel Data: A Regularization-Free Approach
- Speaker: Prof. Xingbai XU, Tenured Full Professor, Wang Yanan Institute for Studies in Economics & The School of Economics, Xiamen University
- Date: 26 February 2026 (Thursday)
- Time: 14:30-16:00
- Venue: E22-G008
- Host: Prof. Yi DING, Assistant Professor in Business Economics

All academic staff, students, and interest parties are welcome to join!

For more details, please visit:

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**3** FBA SEMINAR SERIES 017

- Topic: Avatar-Guided Virtual Tours for Older Adults: Emotional Design to Build Travel Confidence Entrepreneurship
- Speaker: Prof. Faye HAO, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Date: 2 March 2026 (Monday)
- Time: 10:30-12:00
- Venue: E22-1030
- Host: Prof. Lawrence Fong, Associate Professor in Integrated Resort and Tourism Management

All academic staff, students, and interested parties are welcome to join!

For more details, please visit:

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**FBA SEMINAR SERIES 017**

**FBA SEMINAR SERIES**

**Avatar-Guided Virtual Tours for Older Adults: Emotional Design to Build Travel Confidence**



**Prof. Faye HAO**  
Assistant Professor, School of Hotel and Tourism Management  
The Hong Kong Polytechnic University

Date: 2 March 2026 (Monday)  
Time: 10:30-12:00  
Venue: E22-1030  
Host: Prof. Lawrence FONG, Associate Professor in Integrated Resort and Tourism Management

**Abstract**  
Older adults often face uncertainty and stress when planning travel, which can reduce participation and widen inclusion gaps. This study examines whether avatar-guided virtual tours can strengthen older adults' engagement and travel intentions, and which content strategy works best. Across two between-subject experiments, we compare emotion-driven versus knowledge-centric virtual tours and test two psychological pathways: building travel confidence and reducing anticipatory stress. We also examine when these effects are amplified by positive psychological cues embedded in the tour experience. Results show that emotionally engaging avatar-led tours are especially effective: they increase older adults' willingness to travel by helping them feel more confident and less worried, with positive cues further strengthening engagement. The findings extend socioemotional selectivity theory to metaverse-enabled tourism and offer actionable guidance for designing inclusive, senior-friendly virtual experiences.

**Speaker**  
Prof. Fei (Faye) Hao is an Assistant Professor at the School of Hotel and Tourism Management (SHTM), The Hong Kong Polytechnic University (PolyU). Her research, under the overarching theme of "Technology for Humanity," is organized around two pillars: Intelligent Hospitality, which examines how AI, contactless systems, avatars, robotics, and the metaverse reshape service design and guest experience; and Human Flourishing in the Digital Age, which advances dignity, equity, and well-being through inclusive hospitality innovations. Recognized as one of the Top 2% most-cited scientists globally (Stanford-Elsevier ranking), Prof. Hao has published 40+ peer-reviewed journal articles in leading academic outlets and has accumulated 2,000+ Google Scholar citations. Her research has been supported by 22 competitive grants totaling over HKD 28 million (approximately USD 2.83 million), funded by major public bodies including the Research Grants Council, University Grants Committee, and Innovation and Technology Commission, as well as through strategic collaborations with industry partners. She is the Programme Leader of the MSc/PgD in AI in Hospitality (launching 2026/27). In parallel with her academic work, Prof. Hao delivers executive training on AI in hospitality for organizations including PATA, ICGA, Hong Kong Hotels Association, H World Group, DerbySoft, and the Rosewood Hotel Group, and she has delivered keynotes, invited talks, and guest lectures across Asia, Europe, and North America.

**All are welcome!**



**FBA SEMINAR SERIES 018**

**FBA SEMINAR SERIES**

**When Digitalization Doesn't Help: Behavioral and Organizational Barriers to Patient-Facing Technology in Hospitals**



**Prof. Siliang (Jack) TONG**  
Assistant Professor, Division of Information Technology and Operations Management, Nanyang Technological University

Date: 3 March 2026 (Tuesday)  
Time: 10:30-12:00  
Venue: E22-G008  
Host: Prof. Jacky Yan LIN, Assistant Professor in Business Intelligence and Analytics

**Abstract**  
Hospitals worldwide are increasingly adopting patient-facing digital technologies to improve operational efficiency and patient experience. Yet, rigorous causal evidence on their real-world effectiveness remains limited. We conducted a large-scale randomized field experiment with a major public hospital system in China to evaluate a digital navigation system designed to guide patients through complex outpatient workflows. Over a three-month period, the system was deployed to nearly one million patients, spanning 1.7 million outpatient visits. Contrary to expectations, we find no significant reduction in total visit duration. Further analyses reveal that these null effects are driven by two factors: extremely low patient adoption (3.2%) of the digital navigation system and the system's inability to address core operational bottlenecks, such as limited physician capacity and rigid scheduling, as reflected by unchanged stage-to-stage time intervals within the outpatient process. These findings underscore how behavioral frictions and institutional constraints can undermine the intended benefit of patient-facing digital technologies, highlighting the need for integrated design strategies that align AI technologies with patient behavior, clinical workflows, and organizational processes.

**Speaker**  
Dr. Siliang (Jack) Tong is an Assistant Professor in the Division of Information Technology and Operations Management at Nanyang Business School, and an Assistant Professor at Lee Kong Chian School of Medicine (by courtesy), Nanyang Technological University, where he joined in February 2021. He received his Ph.D. in Marketing from the Fox School of Business, Temple University, in 2020, and an MBA from the University of Wisconsin-Madison in 2016. Dr. Tong is an empirical modeler who is interested in the substantive areas of artificial intelligence, mobile app marketing, and sharing economy. He is very active in research as his works were awarded as the best paper and finalist in multiple occasions such as PACIS, AMA conference and ISMS Marketing Science conference. His research is published in *Marketing Science*, *Journal of Marketing*, *Production and Operations Management*, *Strategic Management Journal*, the *Journal of the Academy of Marketing Science*, and *Proceedings of the National Academy of Sciences Nexus*. Recently, Dr. Tong received the Nanyang Research Award (Young Investigator), the university's highest research honor for faculty under the age of 40. Before entering academia, he spent six years in digital marketing and web analytics management roles.

**All are welcome!**

**4** FBA SEMINAR SERIES 018

- Topic: When Digitalization Doesn't Help: Behavioral and Organizational Barriers to Patient-Facing Technology in Hospitals
- Speaker: Prof. Siliang (Jack) TONG, Assistant Professor, Division of Information Technology and Operations Management, Nanyang Technological University
- Date: 3 March 2026 (Tuesday)
- Time: 10:30-12:00
- Venue: E22-G008
- Host: Prof. Jacky Yan LIN, Assistant Professor in Business Intelligence and Analytics

All academic staff, students, and interest parties are welcome to join!

For more details, please visit:

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**5** FBA-APAEM JOINT SEMINAR SERIES 019

- Topic: Deep Learning for Data-Driven Operations: From Newsvendors to Non-Crossing Quantile Processes
- Speaker: Prof. Guohao SHEN, Assistant Professor, Department of Applied Mathematics, The Hong Kong Polytechnic University, Hong Kong
- Date: 4 March 2026 (Wednesday)
- Time: 10:30-12:00
- Venue: E22-G015
- Host: Prof. Ziwei MEI, Assistant Professor in Business Economics

All academic staff, students, and interested parties are welcome to join!

For more details, please visit:

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**FBA-APAEM JOINT SEMINAR SERIES**  
**Deep Learning for Data-Driven Operations: From Newsvendors to Non-Crossing Quantile Processes**

**Prof. Guohao SHEN**  
 Assistant Professor, Department of Applied Mathematics  
 The Hong Kong Polytechnic University  
 Hong Kong

Date: 4 March 2026 (Wednesday)  
 Time: 10:30-12:00  
 Venue: E22-G015  
 Host: Prof. Ziwei MEI, Assistant Professor in Business Economics

**Abstract**  
 Quantile regression serves as a fundamental tool in operations research, particularly for problems involving risk and uncertainty, such as the newsvendor problem. This presentation explores the theoretical foundations of using Deep Neural Networks (DNNs) for estimating conditional quantiles. Deviating from black-box heuristics, we provide a rigorous analysis of the excess risk bounds, demonstrating how the convergence rate is influenced by network structure, sample size, and the underlying smoothness of the demand function. In addition, we address the challenge of quantile crossing—a pervasive issue in independent quantile estimation. We introduce a ReQU-based deep neural network framework with a specific penalty term to encourage non-crossing properties. A key contribution of this work is the development of new approximation results for ReQU networks, along with the derivation of non-asymptotic risk bounds for the entire quantile regression process. Collectively, these studies offer a theoretically grounded pathway for leveraging the representational power of deep learning in robust operational decision-making.

**Speaker**  
 Prof. Guohao SHEN is an Assistant Professor at the Department of Applied Mathematics of The Hong Kong Polytechnic University. He obtained his Ph.D. in statistics from The Chinese University of Hong Kong. His research interests lie in statistical machine learning and nonparametric statistics with a focus on the foundations of deep learning. His work has been published in statistics and machine learning journals and conferences (including AoS, JASA, JRSSB, Biometrika, JMLR, MS, JoE, NeurIPS, ICML and KDD). He is a recipient of the 2024 John Aitchison Prize in Statistics.

**All are welcome!**



**FBA SEMINAR SERIES**  
**The Challenge Facing Sustainable Tourism: Can Ecotourism Provide a Path Forward?**

**Prof. Bob McKercher**  
 Adjunct Professor, School of Hotel and Tourism Management  
 The Hong Kong Polytechnic University

Date: 5 March 2026 (Thursday)  
 Time: 11:30-13:00  
 Venue: E22-1030  
 Host: Prof. Anthony WONG, Professor in Integrated Resort and Tourism Management

**Abstract**  
 While mass tourism is currently unsustainable, ecotourism—if realistically and inclusively defined—offers a pragmatic, though limited, path toward greater sustainability within the broader tourism industry. Yet, ecotourism alone cannot achieve full sustainability, but it provides a critical framework for moving the entire tourism industry toward more responsible practices. The future lies in integrating ecotourism principles broadly, managing impacts pragmatically, and moving beyond idealistic hopes to implement actionable, ethical strategies. The presentation ends by posing the unresolved, foundational question: "Can tourism ever be sustainable?" implying that ecotourism is a step, not a final destination.

**Speaker**  
 Bob McKercher has wide ranging research interests including cultural tourism, distance decay, and more. He received his PhD from the University of Melbourne in Australia, a Master's degree from Carleton University in Ottawa, Canada and his undergraduate degree from York University in Toronto, Canada. Prior to entering academia, he worked in a variety of operational and advocacy positions in the Canadian tourism industry. He is the Past President of the International Academic for the Study of Tourism; a Fellow of the International Academic for the Study of Tourism; the Council for Australian University Tourism and Hospitality Education and the International Academy of Culture, Tourism and Hospitality Research.

**All are welcome!**

**6** FBA SEMINAR SERIES 021

- Topic: The Challenge Facing Sustainable Tourism: Can Ecotourism Provide a Path Forward?
- Speaker: Prof. Bob McKercher, Adjunct Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Date: 5 March 2026 (Thursday)
- Time: 11:30-13:00
- Venue: E22-1030
- Host: Prof. Anthony WONG, Professor in Integrated Resort and Tourism Management

All academic staff, students, and interest parties are welcome to join!

For more details, please visit:

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